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Chrysanthemum

Price List

and

Order Blank

1932

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★ FEB 11 1932 ★
U. S. Department of Agriculture
Geneva Floral Co.
GENEVA, N. Y.

OUR GUARANTEE:—We deliver Chrysanthemum rooted cuttings or transplanted cuttings by parcel post prepaid up to the 6th zone or 1400 miles from Geneva and guarantee safe delivery. Stock not satisfactory when received may be returned at once and money refunded, or slight difficulties will be adjusted and you keep the stock. Outside this territory stock travels at buyers risk and expense.

To the Trade:

If you have used our stock before you already know the quality we ship. If you want to see what the stock is this season we will gladly send you a sample for 25c postage. If you have placed an advance order we will gladly send sample without charge if requested.

When you consider free delivery and our GUARANTEE our prices are very low but not so low that we sacrifice quality in any way. Our cuttings are not as large as some growers ship and we grow them small intentionally because a small soft cutting will give much better satisfaction than a large hard one. Repeat orders year after year from large growers is sufficient guarantee to the quality. Some growers order months ahead to be sure and have what they want. If you have never used our stock a trial order will convince you.

We have arranged this list so you can use it for making your order if you so desire and when we acknowledge your order we will send you another list.

GENEVA FLORAL CO.

TRANSPLANTED CUTTINGS

This season we are offering what we have had only in limited amount in other years—Transplanted Cuttings.

The advantage of these—especially to the inexperienced grower—being that there will be practically no loss. This will largely make up for the difference in price and you have a large soft cutting ready for benching at once. Any one desiring “large cuttings” should order these.

ROOTED CUTTINGS

Our Rooted Cuttings will be the same short, soft cuttings, that we have been shipping for years, and those growers who have had such fine success with them will no doubt want them again this year.

POTTED STOCK

Potted Plants are used largely by growers who need their benches for other crops until rather late and by using good potted stock they can save a month to six weeks in time.

Growers everywhere are learning that, if they are sure they can get good stock, it is much more profitable for them to let the Specialist grow their Mum Stock and give their time, attention and bench space to other crops.

Prices, except where noted, as follows:

Rooted cuttings	\$3 per 100, \$25 per 1000
Transplanted Cuttings . . .	4 per 100, 35 per 1000
Potted Plants	5 per 100, 45 per 1000

EARLY

- **Chrysolora**—Incurved yellow with perfect stem and foliage.
- **Detroit News**—Early large flowering bronze. Very popular.
- **Golden Queen**—Old standard incurved yellow.
- **Gold Lode**—The earliest yellow we offer. Good sized flower, good stem and very popular.
- **Governor Green**—Crimson and gold and an excellent variety for middle of October.
- **Indianola**—Bronze for early October.
- **Oconto**—An old standard white still popular with many growers.
- **October Rose**—Good incurved early pink.
- **Quaker Maid**—Good sized pure white for early October.
- **Rose Glow**—An early October incurved large flowering dark pink. An excellent variety.
- **Smith's Enchantress**—Early October. Enchantress pink and a profitable variety.
- **Smith's Advance**—The earliest white we have. Flowers not so large and many grow them in clusters or without disbudding.
- **Sun Glow**—Very profitable incurved yellow. This is the most called for of all the yellows we grow for this season.
- **Silver Sheen**—A pure white, incurved and we consider the best of the early whites.
- **Unaka**—An early pink and a success with many growers. Plant early and get a bud first week in August.
- **Woolf's Pink**—A perfect incurved flower similar to Dr. Enguehard in color and form.

MID-SEASON

- **Betsy Ross**—A large incurved white
- **Citronelle**—A choice incurved yellow
and may be had for either early
mid-season or late.....
- **Chieftan**—An old standard pink and
profitable with most growers.....
- **White Chieftan**—A white sport of
Chieftan.....
- **J. W. Prince**—A dark pink sport of
Chieftan.....
- **Golden Glory**—A good midseason
yellow.....
- **Marigold**—Old, large flowering
variety that is hard to discard.....
- **Richmond**—Bright yellow with per-
fect incurved form.....
- **Rose Perfection**—Seedling of Chieftan
with larger flower and better color—
a very popular variety.....
- **White Perfection**—A white sport from
Rose Perfection.....
- **Smith's Brilliant**—An early mid-sea-
son red that sells well and is a great
producer.....
- **Snow White**—Large pure white with
perfect incurved form and one of
the most profitable commercial
sorts.....
- **White Turner**—An exhibition variety
which is as easy to grow as any
variety on the list. It does not have
substance enough for successful
shipping but for the retail grower
it is very necessary.....
- **Yellow Turner**—This is a light yellow
sport of Wm. Turner.....
- **Pink Turner**—This is a pink sport of
Wm. Turner.....

LATE

-Mrs. R. M. Calkins—Fine large incurved late yellow.
-Chattanooga—An excellent large late white.
-December Glory—Very late large white for December.
-Distinction—Large fine pink for Thanksgiving.
-Friendly Rival—Largest and finest yellow we have ever seen. Color sells it. Thanksgiving and later.
-Garnet King—A very profitable red. It sells well.
-Golden King—Large incurved yellow, choice variety.
-Gladys Pearson—One of the most profitable sorts of the whole list for the commercial grower—a light bronze that seems to be the correct shade for Thanksgiving.
-Harvard—A dark crimson and double from any bud.
-Helen Frick—Late incurved pink with excellent stem and foliage.
-White Frick—A sport from Helen Frick.
-Marie de Petris—Clear golden yellow of good size. One of the most satisfactory varieties of its date. You will be more than pleased with this variety R. C. \$6 per 100, \$50 per 1000.
-Monument—Very large incurved white with blooms compact and solid making it an excellent variety for shipping.

-**Mistletoe**—Very late white, good even up to Christmas and after. Large incurved and excellent variety.....
-**Golden Mistletoe**—Yellow sport from White Mistletoe.....
-**Pink Mistletoe**—Pink sport from White Mistletoe.....
-**Mrs. Nellie T. Ross**—Very late large yellow coming after Thanksgiving.....
-**Siedewitz, Pink**—Standard late pink which is probably grown more than any other late pink.....
-**Siedewitz, White**—White sport from Pink Siedewitz, slightly tinted pink.....
-**Sunbeam**—Large late yellow for Thanksgiving and later. An incurved flower and very extensively grown.....
-**Sungold**—Seedling of Sunbeam but a brighter shade of yellow more like Marigold. A choice variety.....
-**Thanksgiving Pink**—Very dark pink for Thanksgiving and later.....
-**Tom Browne**—Very large late white for Thanksgiving. Inclined to be dwarf. Heavy stem and foliage.....
-**Towantic**—Large incurved white for Thanksgiving, a good grower and hard to beat.....
-**White Surprise**—Very large late white for Thanksgiving.....
-**Whittier**—Fine late yellow while not as large as some kinds its fine incurved Bonnaffon form makes it a winner.....

SPECIAL NOTICE

15% off on all Cash With Order orders mailed before Feb. 1, 1932 and

5% off on all orders not accompanied by cash mailed before Feb. 1, 1932.

These advanced orders will greatly help us in determining the amount of stock to provide of the varieties most in demand this season. State just when you would like these orders delivered and we will see that your order is properly cared for.

Our MUM sales in 1931 were 15% ahead of 1930 in spite of the hard times and we are anticipating 1932 to be the largest we have ever had.

We thank you for past favors and we are very confident we can please you this season.

Yours respectfully,

GENEVA FLORAL CO.

POMPONS

- **Adironda**—Best early golden bronze
- **Autumn Glints**—Choice golden bronze
for November 1.
- **Cora Peck Buhl**—Like Golden Climax
but a deeper yellow.
- **Christmas Gold**—Late yellow of but-
ton type.
- **Clorinda**—Best bronze for Thanks-
giving we have ever grown.
- **Dainty Maid**—Very small baby but-
ton white shaded light pink. A
very attractive variety.
- **Diana**—Standard mid-season white. . .
- **Dorothy Turner**—An excellent bronze
for Thanksgiving. Very popular
and one of the best. Almost red
when first opening.
- **Doty, Pink**—An excellent pompon of
button type that can be classed
with the earlies.
- **Doty, White**—Similar to Pink Doty
except color.
- **Doty, Red**—Similar to White and
Pink Doty.
- **El Reno**—An excellent bronze for
about Thanksgiving. Rather dwarf
and good for pots. Just like
Bronzito.
- **Fairy Queen**—Midseason, light pink
of fine quality.
- **Gold Coin**—Bright yellow for Thanks-
giving.
- **Golden Sceptre**—Bright yellow for
Thanksgiving.
- **Golden Climax**—Old Standard Gold-
en yellow.
- **Hilda Canning**—Small button bronze
for Thanksgiving.

-**Iva**—Reddish bronze mid-season. A good variety.
-**LeRoy**—Late light pink for Thanksgiving and after.
-**Leilah**—Rose pink for middle Oct.
-**Minong**—White for middle to late October.
-**Murillo**—Early hardy pink, very fine.
-**New York**—Button bronze for middle and late November.
-**Nuggets**—Yellow button type for early November.
-**Olivia**—Pink for Dec. 1 to 15th.
-**Pink Dot**—White with pink center.
-**Rose Charm**—Bright rose pink for late October.
-**Rowenna**—Late bronze following Clorinda.
-**Usonia**—Bright pink for late Nov.
-**Uvalda**—Earliest white.
-**Frank Wilcox or Mrs. BEU**—Reddish bronze for Thanksgiving. This is one of the most called for varieties.
-**Yellow Fellow**—A pleasing shade of yellow, middle November.
-**Yuletide**—Very late white which may be had all through December.
-**Yellow Yuletide**—Light yellow sport of Yuletide.
-**Zora**—Early yellow for middle Oct.

SINGLES

.....	Anna Nanzig —Dark pink sport of Godfrey
.....	Buckingham —A fine early pink.
.....	Bronze Buckingham —A bronze sport of Buckingham
.....	Godfrey —A very popular pink just right for Thanksgiving
.....	Menza —A profitable white for middle and late November
.....	Golden Menza —A sport of Menza

ANEMONES

.....	Elizabeth —Fine yellow for Thanksgiving
.....	Izola —Deep pink and a good producer
.....	Maple Leaf —A novelty which appears to change color similar to the Maple leaf
.....	Sorona —White with large light yellow cushion
.....	Sunshine —An excellent late yellow.

CAPRICE

These are all dwarf growing varieties and are especially adapted for pot plants. The names suggest the colors.

.....	Bronze Caprice
.....	Lavender Caprice
.....	Pink Caprice
.....	Purple Caprice
.....	Yellow Caprice
.....	White Caprice

MIDGE

Fume Tobac will control Midge and is very easy to handle. It may be had from most supply houses or direct from the Uniform Products Company, Inc., 111 Fifth Ave., New York. The company furnishes tins for hanging in the house for burning the powder, and for our use we consider this the most practical of anything we have found to control Midge. We also sometimes have to spray with NICO FUME LIQUID and sometimes we use CYANOGAS, both of which are good but not so pleasant to handle as the Fume Tobac.

You need not fear Midge if you use preventatives. Our stock is clean and we keep it clean.

SNAPDRAGON

Follow your Mums with Snaps. Now that Rust can be completely controlled many find this a very paying crop. Snaps and Mums are the only wholesale crops we grow and by putting all our energies and thought into these two crops we think we can give you as good or better service than you can get elsewhere. We try to treat our customers as we would want them to treat us if we were buying and we will expect to supply you regularly. Our Rust circular is free.

FERTILIZER

As to fertilizer for Mums, we have tried many kinds with varied degrees of success but have found Smith's Mum Manure has given us the best satisfaction. This is made by the Independent Mfg. Co. of Philadelphia, Pa., and costs \$70.00 per ton. We used $\frac{1}{2}$ lb. per bushel of soil—or about that—and a top dressing later.

Also, for a liquid Chemical Fertilizer, Chrysaline, prepared by Elmer D. Smith & Co., of Adrian, Mich., will give excellent results. This is a complete fertilizer made especially for Chrysanthemums.

CULTURAL DIRECTIONS

Many people write us for cultural directions for Mums.

This is too great a subject for an ordinary letter and the best book we know on the subject is "Smith's Chrysanthemum Manual" by Elmer D. Smith, Adrian, Mich. Price is \$1.50 and it will pay you well to have a copy.

TERMS, Etc.

While we use every possible care to have all varieties properly labeled and true to name, we give no warranty, expressed or implied.

We cannot guarantee a crop, as growing depends entirely upon the grower.

25 one variety at 100 rates, 250 one variety at 1000 rates. Where less than 25 of a kind are wanted add \$1.00 per 100 to hundred rates.

Five percent cash with order, 2 percent cash ten days, 30 days net.

Cash with order or C. O. D. to parties without established credit.

